

HOW WE WORK TOGETHER

A clear, shared path from first conversation to closings.

Every partnership follows the same eight steps. The first three are our investment in your project, at no charge. A modest commitment then reserves our team, and the monthly engagement begins on the launch date we agree together. No surprises: every budget is approved in advance, and data drives every decision.

ALIGNMENT · OUR INVESTMENT

1

Proposal

NO CHARGE

Our investment in the opportunity. We study the project, the market and the likely buyers, and present a tailored go-to-market plan.

2

Bandwidth & Expectations

NO CHARGE

A working session to align goals, roles, decision-makers, timeline and capacity on both sides, plus how and when we communicate.

3

MOU

NO CHARGE

A memorandum of understanding that captures scope, launch date, budget framework, success-fee principles and data ownership.

COMMITMENT

4

Commitment Retainer

MIN. 10% OF MONTHLY

A minimum commitment of 10% of the monthly retainer. This establishes our mutual agreement to dedicate resources to the process and reserves your launch window.

ENGAGEMENT · DATA DRIVES DECISIONS

5

Monthly Retainer

STARTS AT LAUNCH

Begins on the launch date agreed upon (e.g., \$32,500 per month for the Success Package, with media and events budgets pre-approved).

6

Activation

90-DAY ROADMAP

Kickoff workshop, asset and systems audit, CRM and tracking set-up, and a written 90-day roadmap. Campaigns, outreach and discovery tours go live.

7

Quiet Check-ins & Review

DATA DRIVES DECISIONS

Weekly pipeline check-ins, a monthly performance review and a 90-day reset. We keep what converts and change what does not.

8

Scale & Success

CLOSE ON-SITE

Double down on proven channels and tours, close on-site at the closing dinner, and share in success as agreed in the partnership terms.

DISCOVERY TOUR BUDGETS

- **Set per flight:** each tour group gets its own budget, scaled to party size and nights.
- **Expenses & travel are additional,** billed against a **pre-approved budget** agreed in advance.
- Every flight carries a **contingency line**; spend is reconciled with receipts after each flight.
- Confirmed guests commit to attend; **replacements** by agreement.

EXTRA DAYS = PROFIT CENTER

+ per day

- Guests who extend their stay add revenue: extra nights, private excursions, concierge and VIP experiences.
- Priced per day and pre-agreed in each tour budget.
- More time on-site means more time with the product and the community.

CLEAR EXPECTATIONS

- **We commit:** a dedicated team, transparent reporting, data-driven decisions and developer-owned data.
- **We ask:** timely approvals, access to assets and decision-makers, and budgets funded on schedule.
- **Changes in scope** are agreed in writing before work begins.

3

NO-CHARGE STEPS

10%

COMMITMENT TO START

90

DAY ROADMAP

1

ACCOUNTABLE TEAM

START WITH A PROPOSAL →

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